



Intel
Inside®
Program

TRADEMARK AND LOGO USAGE GUIDELINES FOR

Intel® Xeon™ Processor

How Effective Design Can Strengthen the Intel® Processor Brand Value

ATTENTION: RASTER LOGO REPRODUCTION SPECIFICATIONS PROVIDED





Logo Usage

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introduction

The brand architecture for the server/workstation category is distinct from the desktop category. The Intel® Xeon™ processor partners with the Intel® Itanium® processor and the Intel® Pentium® III Xeon™ processor within the server/workstation brand architecture to further the strength of the Intel brand.

The key to the success of the Intel Xeon brand is proper and consistent use of its brand identity. This identity, used in text and represented by design elements, is the extension of the brand in all communications. Consistent brand expression based on these guidelines will build recognition, trust, and the strength of both the Intel Xeon brand family and the Intel corporate brand, fortifying Intel's brand and technology leadership positions.



color palette

The Intel® Xeon™ brand color palette expresses the intelligence, precision, and premium nature of the Intel Xeon brand. Use these colors as indicated here to consistently and powerfully express the brand's identity.

	Pantone*	C M Y K	R G B
Intel Blue**	N/A	100, 40, 0, 0	0, 51, 255
Industrial Blue	5493	47, 0, 10, 23	91, 179, 185
Gray	Pantone Cool Gray 7	0, 0, 0, 47	153, 153, 153

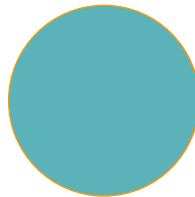
*Pantone is Pantone Inc.'s check-standard trademark for color standards and color-related products and services.

**Intel Blue: Visually match hue to the Intel Blue swatch provided in the Intel Xeon logo packet.



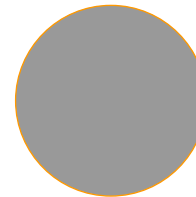
Intel Blue

The Intel Xeon logo elevates the use of Intel Blue to enrich the overall brand communication and to maintain consistency with the other brands in the server/workstation category.



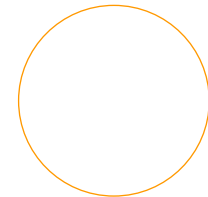
Industrial Blue

Industrial Blue reflects the intense power of the server/workstation processor category. It offers a strong contrast to the brighter desktop processor palette.



Gray

Gray is used to reflect dimensionality and to reinforce technological precision.



White

White provides the Intel Xeon mark with a crisp, precise contrast against the Industrial Blue background.

sizing

To maintain the legibility of the Intel® Xeon™ brand, minimum size requirements have been set for logo reproduction in various applications.

MINIMUM SIZES (Effective April 1, 2004)



1 1/4" for print

Print

Minimum size is 1 1/4" (3.18 cm) wide for print ads & direct mail.*

Outdoor

For Billboards and Transit ads, the logo should be 7% of the total ad space.



90 pixels high
for Web

Web

A 60 pixel high version is available for use on Web banners with a 60 pixel high restriction and on Ad Destination Pages.

A 90 pixel high version should be used on all other Web ads, Web sponsorships, etc.

Note:

*The 3/4" (1.91 cm) logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1 1/4" logo.

backgrounds

Whenever possible, place the Intel® Xeon™ logo on a clean, clear, solid background. The background should be white or a solid color that offers good contrast. In the rare instance where the logo is used on a photographic or patterned image, ensure that there is significant contrast between the background and logo.



Place the logo on a white or a solid background of good contrast.



Place the logo on a patterned background of significant contrast.

incorrect usage

The following are examples of unacceptable expressions of the Intel® Xeon™ logo. Do not use these or other treatments that weaken the consistency of the Intel Xeon and Intel brand identities.

Do not redraw or modify the logo in any way. Leave existing trademark symbols intact. Use artwork exactly as provided.



reproduction specifications

In an effort to continually upgrade the premium impression of our brand, the Intel® Xeon™ logo has been created as dimensional art. The Intel Xeon logo library is made up of various electronic files for specific use in print and onscreen applications. In order to successfully reproduce this logo in print, the files have been created in RASTER format, as opposed to vector format, using Adobe Photoshop* 7. Earlier versions of Adobe Photoshop* can be used to open the 4-color files, but it is recommended that you use Adobe Photoshop* 7 whenever possible. **All of these files are exported EPS files and should be used as placed graphics in page layout and illustration software.** Do NOT open a file with Adobe Illustrator* and resave it as an Adobe Illustrator* EPS file. This will result in an unusable file or one that generates incorrect results.

*Other names and brands may be claimed as the property of others.

reproduction specifications (cont.)

The print logos have been created at 300 dpi and can be scaled down without compromising the file quality. However, these files are not upwardly scalable. While some raster files can be scaled up slightly (10%), it is NOT recommended because there is fine reverse type in the art that will be compromised if scaled up.

Therefore, it is important that you download the appropriately sized file for your specific application. For your convenience, the logo library provides a range of sizes from which the files can be scaled down. Use the full-color logo, as specified on page 10, whenever possible.

Again, please note: The files are raster, NOT VECTOR. The larger the dimension of the file, the longer it will take to download. For example, at 56 kbps, a 500k file will take 1 minute to download, a 5MB file will take 11 minutes to download, a 15MB file will take 36 minutes, and so forth.

artwork formats

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING:



Print 4/C:

EPS files

Colors: C,M,Y,K

Available sizes:*
1 1/4", 3/4", and
7.5" widths



**Grayscale
(halftone):**

EPS files for one-color
applications only

Available sizes:*
1 1/4" and 3/4"
widths



Web:

GIF files (flat art)

Colors: R,G,B**

Available sizes:
90 and 60
pixel heights



Web Rich Media:

SWF files and EPS
source file (flat art)

Colors: R,G,B**

Available SWF size:
60 pixel height

Note:

*Effective April 1, 2004, the 3/4" (1.91 cm) logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1 1/4" logo.

**The Web versions use standard Web-safe colors; as a result, the colors of the Web versions are slightly different from the printed versions.

The "Xeon" name is set in positive type on the grayscale version.

artwork formats (cont.)

THE LOGO LIBRARY CONSISTS OF THE FOLLOWING FORMATS WITH THE SIMPLIFIED CHINESE TRANSLITERATION. THESE FORMATS ARE FOR USE IN THE PEOPLE'S REPUBLIC OF CHINA ONLY.



英特尔®至强™处理器

Print 4/C:

EPS files

Colors: C,M,Y,K

Available sizes:*
1 1/4", 3/4", and
7.5" widths



英特尔®至强™处理器

Grayscale (halftone):

EPS files for one-color
applications only

Available sizes:*
1 1/4" and 3/4"
widths

Note:

*Effective April 1, 2004, the 3/4" (1.91 cm) logo may only be used for Agent Print ad spaces that measure less than 24 sq. in. (151 sq. cm). All other Direct and Agent Print ads and Direct Mail must use the 1 1/4" logo.

The "Xeon" name is set in positive type on the grayscale version.

trademark usage

Proper acknowledgement of Intel's trademarks is required. Whenever the logo appears, the following footnote must also appear:

Intel, Intel Inside, the Intel Inside logo, and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

Examples of Intel® Xeon™ Processor:

CORRECT USAGE	INCORRECT USAGE
Intel® Xeon™ Processors	Xeons
Intel® Xeon™ Processor 3.20 GHz	Xeon-3.20 GHz
Intel® Xeon™ Processor-based	Xeon-based
Intel® Xeon™ microprocessor 3.20 GHz	Xeon-3.20 GHz
Intel® Xeon™ Processor-based computer	Xeon Computer
Intel® Xeon™ Processor power	Xeon Power!
ABC system with an Intel® Xeon™ Processor	ABC Xeon system
Intel® Xeon™ Processor	Foster Processor
Intel® Xeon™ Processor MP	Intel® Xeon™ MP
Intel® Xeon™ Processor MP-based system	Intel® Xeon™ MP-based system or Intel® Xeon™ MP system
Intel® Xeon™ Processor MP 3.20 GHz	Intel® Xeon™ MP 3.20 GHz or Intel® Xeon™ Processor 3.20 GHz MP

PROPER TRADEMARK USAGE RULES INCLUDE:

- As with all other trademarks, the Intel® Xeon™ trademark should be used as an adjective and not as a noun. This means that an appropriate and approved noun must accompany the Intel Xeon trademark (e.g., Intel® Xeon™ brand). The approved nouns for the Intel Xeon trademark are *brand*, *logo*, *mark*, *microprocessor(s)*, *name*, *processor(s)*, and *trademark*.
- The noun that accompanies the trademark may have an initial capital letter (e.g., Intel® Xeon™ Processor).
- The appropriate use of trademark symbols with this trademark is as follows: Intel® Xeon™ trademark.
- Use the trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use and first appearance in the body of text.
- Include Intel® before the Xeon™ trademark (e.g., Intel® Xeon™ Processor).
- Never hyphenate or abbreviate the Intel® Xeon™ trademark.
- Never incorporate the Intel® Xeon™ trademark or any part of the trademark into a third party's company name, product brand name, or model number.
- Use of the "MP" designator for Intel® Xeon™ Processors with multi-processor functionality is optional (e.g., Intel® Xeon™ Processor MP).
- Never use a "DP" designator for Intel® Xeon™ Processors with dual-processor functionality.

FOR FURTHER INFORMATION, VISIT OUR WEB SITE AT:

<http://www.intel.com/intelinside/>

thank you

Proper and consistent use of the Intel® Xeon™ logo by everyone involved in the development of communications, advertising, and marketing materials is essential to our brand's success. Thank you for your contribution to this effort.

If you need further information, please visit the Intel Inside® Program Web site or contact your local Program office.

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